



City of Seattle
Seattle City Light Department

DEPARTMENT POLICY & PROCEDURE

Subject

Number

DPP 500 P III-902

Effective

BILL INSERTS

January 29, 2013

Supersedes

February 25, 1982

Approved by Jorge Carrasco

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1.0 Purpose

- 1.1 To select bill inserts for circulation with City Light bills.

2.0 Organization Affected

- 2.1 The City Light Department
- 2.1.1 The City Light Department Superintendent's Office
- 2.1.2 Communications and Public Affairs
- 2.1.3 Customer Care Division
- 2.2 Other City Departments

3.0 References

- 3.1 Ordinance 109461, "Information to Consumers."
- 3.2 Resolution 26495, "Rate Policy Resolution."

4.0 Definitions

- 4.1 Bill Insert or Bill Stuffer. A pamphlet circulated with the City Light bills.

- 4.2 Other City Departments. All City of Seattle departments, except Seattle City Light.

5.0 Policy

- 5.1 Bill inserts shall be selected for circulation according to the following priorities:
- 5.1.1 Bill inserts required by City ordinance or resolution, court decision or other legal requirement.
 - 5.1.2 City Light bill inserts containing consumer information on energy conservation, credit and billing policies, rates and rate changes, City Light services, electric safety and issues affecting City Light.
 - 5.1.3 Bill inserts from other City Departments on energy-related topics.
 - 5.1.4 Bill inserts from other City Departments on non-energy topics containing significant consumer information, such as the Citizen Information Guide provided by the Citizens Service Bureau.
 - 5.1.5 Bill inserts from other sources, if subject matter relates to City Light interests.
- 5.2 To the greatest extent practical, only one bill insert shall be circulated at a time, in order to keep costs down and to increase readership.
- 5.3 Requests for inserts by other City Light Departments shall be made to the Superintendent before commencement of production and printing.
- 5.4 City Light shall ensure that all bill inserts are in the interests of its customers and that information or graphics are not offensive, inaccurate or misleading.
- 5.4.1 City Light reserves the right to refuse to circulate bill inserts which is determines to be offensive, inaccurate or misleading.
 - 5.4.2 City Light shall require modifications to bill inserts sponsored by another department or entity and which City Light determines to be unclear, offensive, inaccurate or misleading.
- 5.5 Other City Departments or entities shall provide bill inserts at their expense and shall reimburse City Light for any incremental postage or other costs incurred.

6.0 Responsibilities

- 6.1 The Superintendent's office shall be responsible for selecting bill inserts requested by other City departments.
- 6.2 Communications and Public Affairs shall be responsible for:

- 6.2.1 Selecting and scheduling bill inserts sponsored by City Light.
- 6.2.2 Notifying Customer Care Division and any other affected divisions when bill inserts will be distributed and supply sample copies to Office Services to be tested on the Inserting Machine prior to final production.

7.0 Procedure

- 7.1 Bill inserts generated by City Light divisions and offices.
 - 7.1.1 Requests for bill inserts are made to the Director of Communications and Public Affairs.
 - 7.1.2 Communications and Public Affairs composes and produces bill inserts for all City Light divisions.
 - 7.1.3 Other affected divisions review bill inserts for accuracy and completeness.
 - 7.1.4 Communications and Public Affairs budgets and pays for bill inserts.
- 7.2 Bill inserts from other City departments.
 - 7.2.1 Requests for bill inserts must be approved by the Superintendent.
 - 7.2.2 The proposed copy and art work must be reviewed and approved prior to printing.
 - 7.2.2.1 Bill inserts must be printed according to City Light specifications.
 - 7.2.2.2 Bill inserts must be supplied by other departments at their expense.
 - 7.2.3 Other departments must reimburse City Light for incremental postage or other costs incurred.

8.0 Appendix

Distribution: Posted online at <http://sclweb.light.ci.seattle.wa.us/dpp/>

9.0 Revision History

Version	Date	Changes Made	Revised By
1.0	09-21-2011	2-18-1982	R. Douglas Pullen